

REMARKS

Claims 1-6, 9-12, 23-25, 27-32, 34-38 and 41-46 are pending in the present application. In response to the Examiner Interviews conducted on March 18-20, 2008 claims 1, 3-6, 9-12, 23, 27, 30, and 37 were amended, and new claims 43-46 were added in this Response. Claims 7-8, 13-22, 26, 33 and 39-40 were cancelled, without prejudice. No new matter was introduced as a result of the amendments. Entry of the amendments and favorable reconsideration is respectfully requested.

Prior to the Interviews, the Examiner notified Applicants of the following documents, which were not previously cited in the present examination:

- (1) Wakim et al.(US Patent Pub. 2004/0186768)
- (2) Shotey et al. (US Patent Pub 2002/0004740)
- (3) Small et al. (US Patent 5,642,303)
- (4) Percy et al. (US Patent 6,970,131)
- (5) Hampton et al. (US Patent 6,252,522)
- (6) Giraud (US Patent 5,966,696)
- (7) Malec et al. (US Patent 4,973,952)

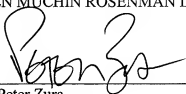
After discussing the documents, it was agreed that the presently amended claims contained subject matter that was novel and nonobvious over the cited art. Additionally, the Examiner discussed potential double-patenting issues relating to Applicants co-pending application 10/800,883, filed March 15, 2004, titled "Methods and Systems for Gathering Market Research Data." In order to expedite the examination of the present application, Applicants are submitting a terminal disclaimer concurrently with this Response.

In light of the present amendments and terminal disclaimer, Applicants submit that the application is in condition for allowance. An early Notice of Allowance is earnestly requested. If any fees are due in connection with this application as a whole, the Examiner is authorized to deduct such fees from deposit account no. 501214. If such a deduction is made, please indicate the attorney docket number (P0119A) on the account statement.

Respectfully submitted,

KATTEN MUCHIN ROSENMAN LLP

BY:

A handwritten signature in black ink, appearing to read "Peter Zura", is written over a horizontal line.

Peter Zura

Reg. No. 48,196

Customer No.: 77182

Phone: (312) 902-5548

Dated: March 21, 2008